

## Role Profile for Head of Acquisition

<b>Role Title (Internal HR use only):</b> Head of Acquisition		<b>Operational / External Title:</b> Head of Acquisition		<b>Date:</b> Sept 2024	
<b>Department and Team:</b> Funding		<b>Band:</b> E		<b>Reports to:</b>	
<b>Direct Reports:</b> 2		<b>Indirect Reports:</b> 3		<b>Dotted line reports:</b> 0	
<b>Budget Holder (yes /no):</b> Yes					
<b>Safeguarding Check required</b>	No	<b>If Y, what type:</b>	<b>Role requires travel to country programmes</b>	Yes	
<b>DBS check required</b>	No				
<b>Purpose of the Role:</b>					
<b>Purpose of the Role:</b> To provide strategic leadership of the Supporter Acquisition programme, develop the Acquisition strategy, and plan and deliver a number of high budget fundraising campaigns, including integrated campaigns across a range of channels, in order to achieve annual supporter acquisition targets and organisational objectives.					
<b>Areas of Activity</b>	<b>Key Accountabilities and Deliverables</b>				
<b>Team Working</b>	<ul style="list-style-type: none"> <li>Engage with and demonstrate commitment to AAUK’s mission, vision, values and strategic aims, and ‘My Feminist Behaviours’ (including adherence to our Code of Conduct).</li> <li>To undertake any other duties appropriate to the level in accordance to agreed procedures and guidelines.</li> <li>Proactively engage with the performance development approach, taking responsibility for seeking appropriate development opportunities and taking part in learning.</li> </ul>				
<b>Strategic Development</b>	<ul style="list-style-type: none"> <li>Lead the strategic development of the acquisition programme, ensuring full consideration of audiences, products, propositions, and channels to create an engaging strategic plan aligned to the organisational strategy.</li> <li>Prepare and present strong business cases to Deputy Directors/Directors based on appropriate testing and innovation of channels, products, propositions, and audiences.</li> <li>Work closely with the Head of Retention to oversee and ensure consistent communications to supporters through the acquisition and retention programmes including designing and executing effective welcome plans and supporter journeys and taking key roles in public fundraising innovation programmes.</li> <li>Develop and manage the acquisition budget including planning, reporting and ongoing re-forecasting and take the lead on working with Finance as the cost centre owner on organisational reporting and planning requirements.</li> </ul>				
<b>Operational Management</b>	<ul style="list-style-type: none"> <li>Provide leadership to the Acquisition team ensuring they are fully equipped, enabled, and supported to develop exceptional marketing campaigns, that are fully compliant with the current relevant codes of practice and deliver against targets and organisational priorities.</li> <li>Create an environment where best practice is cherished, and team members are empowered to run quality programmes and focus on learning.</li> <li>Oversee campaign management, ensuring that planning, data processes, compliance considerations, management of supporter data, fulfilment and results reporting are consistent and of a high standard within all team activities.</li> </ul>				

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<p><b>People Management &amp; Supervision</b></p>	<ul style="list-style-type: none"> <li>• Oversee fundraising materials, ensuring they reflect the organisation position and branding.</li> <li>• Take the lead on ensuring that consent is maximised at every opportunity, most especially at the point of recruitment.</li> <li>• Work closely with colleagues in Supporter Operations to oversee and ensure that campaigns are successfully administered with effective cross team working.</li> <li>• Work with the Data and Insight team to ensure accurate and effective reporting on key performance indicators making sure that all past and present campaigns are analysed, and that quality insight informs future activity.</li> <li>• Ensure appropriate supplier agreements are in place, working with the procurement team to ensure that they are commercially robust, contractually sound and optimised to bring the greatest benefit.</li> <li>• Actively build collaborative relationships with key agency partners, managing all partners to be motivated to give their best and ensure supplier relationships and contracts are reviewed against performance standards at regular intervals.</li> <li>• Build strong relationships with key colleagues internally.</li> <li>• Work collaboratively with colleagues on humanitarian emergencies, ensuring supporter acquisition is at the heart of every opportunity.</li>   <li>• Build and retain a high performing team, with standards and KPI's defined and met, feedback sought, priorities resourced, and regular team meetings held to share, encourage, and discuss initiatives, results, and strategic focus.</li> <li>• Line manage, coach, and assist team members to achieve exceptional programme delivery by ensuring the team has the right skills and tools, and have regular 1:1's</li> <li>• focusing on performance, objective setting and development opportunities.</li> <li>• Create an environment for a motivated team to thrive and develop and inspire staff to work together within and beyond the team to deliver the organisation's</li> <li>• objectives, ensuring full understanding of and commitment to the mission, values and strategy.</li> </ul>
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### Key Relationships (external to the team):

INTERNAL: Retention, Digital, Communications, Campaigns, Supporter Admin and Supporter Contact as well as the Deputy Director of Individual Giving and the Director of Funding

EXTERNAL: Third party suppliers and partners as appropriate.

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### EXPERIENCE, KNOWLEDGE & EXPERTISE

#### Essential:

- Commitment to AA's vision, mission and values, including a commitment to feminist principles, safeguarding, and working in an organisation committed to working for the rights of women and girls.
- Commitment to AA's values of Equality, Diversity & Inclusion and upholding the values of becoming an anti-racist decolonised INGO.
- ActionAid UK is committed to preventing any form of sexual harassment, exploitation, and abuse (including child abuse and adult at-risk abuse) and responding robustly when these harms take place. We expect all ActionAid UK Staff and ActionAid UK Associated Personnel to share this commitment.
- Commitment to continually improving your digital skills and knowledge within the working environment.
- Experienced in strategic management of a direct marketing programme that includes a wide range of channels and activities, including digital, with a strong knowledge of acquisition marketing.
- Experience of developing budgets and plans, and monitoring, reporting, and reforecasting against plans across multiple income and expenditure lines.
- Significant experience in overseeing successful direct marketing campaigns that drive considerable response and responsible for substantial income and expenditure budgets.
- Experience of delivering innovative and creative acquisition fundraising plans and complex strategies across a wide range of channels.
- Experience of planning and delivering activity and supporter journeys across a range of audiences both on and offline.
- Knowledge of direct marketing principles and current direct response marketing best practice.
- Experience of working with agencies, collaborating with them to ensure best results. This should include managing creative, print

#### Desirable:

- Experience of living and working in the "Global South"
- Experience of working for an INGO
- A strong understanding or experience of child sponsorship in marketing context.
- Innovation or new product development experience.
- Project management qualification.
- Experience of using the following channels for direct marketing: PPC, Display, Paid Social, DRTV, face-to-face, out-of-home, Door Drops and Inserts.
- Experience of fundraising for a rapid onset humanitarian crisis.
- Experience of developing business cases or successfully pitching for investment.
- Comfortable with public speaking.
- Experience of content gathering, particularly in an international development or humanitarian context.
- Able to travel internationally for work (occasional).

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and media agencies with practice in negotiating strong commercial agreements.

- Experience of managing staff with proven track record of inspiring and motivating staff to exceed targets.
- Team management skills, supporting others to deliver to agreed standards.
- Proven organisational, project and time management skills.
- Confident and resilient with a 'can-do' attitude - thrives on challenges and is calm under pressure.
- Strives to achieve positive transformational change in all aspects of our Fundraising programme to support the Fundraising strategy.
- Strong interpersonal skills with the ability to build strong relationships, based on mutual respect and trust, and ensure that the relationships thrive under pressure.
- Strong creative instinct, both in leading the development of campaigns and in critiquing work to ensure they meet their intended objectives.
- Strong analytical skills including the ability to interpret and present data in an accessible and applicable way.
- Excellent communication and numeracy skills.
- Excellent writing skills with the ability to write, evaluate and proof-read audience appropriate copy.
- Commitment to taking a Digital first approach to fundraising planning, campaign execution and ways of working.
- Work to support our Every Supporter Matters ethos, ensuring that individual supporters' needs are fully considered in every communication and contact point.
- Ensure that all relevant supporter legislation is adhered to, referring to guidance from the Fundraising Regulator, Information Commissioner's Office (ICO) and General Data Protection Regulation (GDPR) and any other relevant codes of practice.
- Available for out of hour's emergency cover in the event of a rapid

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onset humanitarian emergency.	
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<b>Any Other Relevant Information – please add in any information regarding the complexity of work undertaken / complexity of relationships; level to which they drive change in their role / team / department, whether within their core duties they undertake activities that potentially could be ‘risky’</b>
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[Click here for ‘My Feminist Behaviours’](#)

This role profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated accordingly in line with organisational needs.